

A Public Service Announcement (PSA) is an opportunity to receive free publicity through the media. It is important to keep the message short. The media allows for very little donated air time so having a succinct message is crucial. Contact your local radio stations to determine the deadline for PSAs and who should receive the copy. Follow the template below to develop your own radio PSA to promote *National Poison Prevention Week* in your local area.

PUBLIC SERVICE ANNOUNCEMENT

Contact: [Name – Must be a person who is available to answer questions from the media]

[Phone Number – Include cell phone if person is not always available at the office]

[Email Address]

Sample headline:

**[NAME OF ORGANIZATION] TO CELEBRATE NATIONAL POISON PREVENTION WEEK
EVENT SCHEDULED FOR [NAME OF CITY, COUNTY, STATE]**

In honor of *National Poison Prevention Week 2009*, [NAME OF ORGANIZATION] will provide [OR HOST] [FILL IN THE SPECIFIC ACTIVITY, E.G. WILL PROVIDE FREE FIRST AID TRAINING TO CHILDREN OVER 8 YEARS OLD AND ALL ADULTS] on [DATE], from [TIME FRAME] at [NAME OF LOCATION AND ADDRESS]. The purpose of this event is to teach members of our community [FILL IN THE SPECIFIC AUDIENCE, E.G. CHILDREN, SENIOR CITIZENS] about poisonings and promote community involvement in poisoning prevention.

For more information, please contact [LIST NAME AND ASSOCIATION OF CONTACT PERSON] at [CONTACT PERSON'S PHONE NUMBER] or visit [WEB SITE ADDRESS OF LOCAL POISON CENTER].

If you suspect a poisoning, or if you have questions regarding poisoning, call your Poison Center at 1-800-222-1222.

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National Poison Prevention Week was established by the U.S. Congress in 1961 to focus national attention on the dangers of poisonings and how to prevent them. This year's *National Poison Prevention Week* is March 15 – 21, 2009. To learn more about how to help prevent poisonings, visit PoisonHelp.hrsa.gov.

